
Jessica Vitale

GRAPHIC DESIGNER

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PORTFOLIO: www.jessicavitale.com

TYPE

Conceptually driven and constantly seeking new challenges and new information. Receptive to constructive criticism; quick learner. Able to multitask with an eye for detail and accuracy.

TOOLS

Mac OSX	Quark Xpress
Windows/PC	Illustrator CS6
Microsoft Office	Photoshop CS6
Wordpress	InDesign CS6

MEASURE

Major role in paper/material selection, press approvals, photo retouching and the production process. Design information architecture, including wireframes and storyboarding for websites and other web-based designs and animations. Work closely with web developers throughout the process.

ZOOM

Have taught Introduction to Typography sessions at Ryerson University to media students.

PIXEL

GRAPHIC DESIGNER
DIALOG Design
March 2013-Current

In-house graphic designer for a national architectural, engineering, interior design, and urban design firm. Main duties include overall brand management, continually building out the brand guidelines, studio photography coordination and management of internal photography library via third party software. Design and develop brochures, sub-brand identities, e-newsletters, intranet UI, infographics, promotional materials and presentations. Work with the interior design team to create standards guides and environmental graphic design including the creation of custom art for meeting rooms and other office spaces. Manage all areas of print production, including sourcing new materials and processes. Project Manage all marketing and communication initiatives that involve graphic design.

CONTRACT SENIOR DESIGNER
Haft2
April 2012-February 2013

Develop strategic and conceptual designs including identities, stationery and applications, brochures, books, infographics, and annual reports. Work on large advertising campaigns that include, print, digital and OOH. Design and develop brand guidelines, invitations, event swag, programmes and tradeshow booths. Art direct photoshoots and junior/intermediate designers in the studio on a daily basis. Work directly with clients, including attending and hosting meetings, making presentations and managing production and timelines.

MAIN CLIENTS: UNICEF Canada, Plan Canada/Because I am a Girl, Ovarian Cancer Canada, CAMH, ehM, Learning Enrichment Foundation, Affleck Greene McMurtry and Ocean Nutrition Canada.

SENIOR DESIGNER
Tall Poppy Advertising & Design
July 2009-April 2012

Design projects included identities, stationery and applications, websites, web applications/tools, e-newsletters, tradeshow booths, packaging, brochures, books, annual reports and advertising. Art directed photoshoots and the intermediate designer on select projects. Worked directly with clients, attended and hosted meetings, wrote creative briefs, managed production and timelines on select projects.

MAIN CLIENTS: Scotia McLeod, Parkdale BIA, Bachelor Machine, AJB Software, Soak Wash, Fancy Pants Kids, Heterosexuals for Same Sex Equality and the Canadian and Lesbian Gay Archive.

INTERMEDIATE DESIGNER
Pivot Design Group
January 2006-January 2009

Primary designer in the studio. Designed identities, stationery and applications, signage, packaging, brochures, posters, websites, e-newsletters, animated web banners, mini-magazines, annual reports and ads. Managed clients and attended meetings as needed. Sourced production materials, processes, and attended press approvals.

MAIN CLIENTS: Canadian Breast Cancer Foundation, Daily Bread Food Bank, Kids Help Phone, UNICEF Canada, The National Ballet of Canada, Guru Animation, Flakeboard and Delta Hotels.

DESIGNER
The Metrick System
March 2005-December 2005

Designed ads, retail signage, invitations, brochures, websites and e-newsletters.

MAIN CLIENTS: Elte, Gingers and Metrick Entertainment.

PAPER

OCAD UNIVERSITY
2000-2005

Bachelor of Design (BDes) in Editorial Graphic Design.